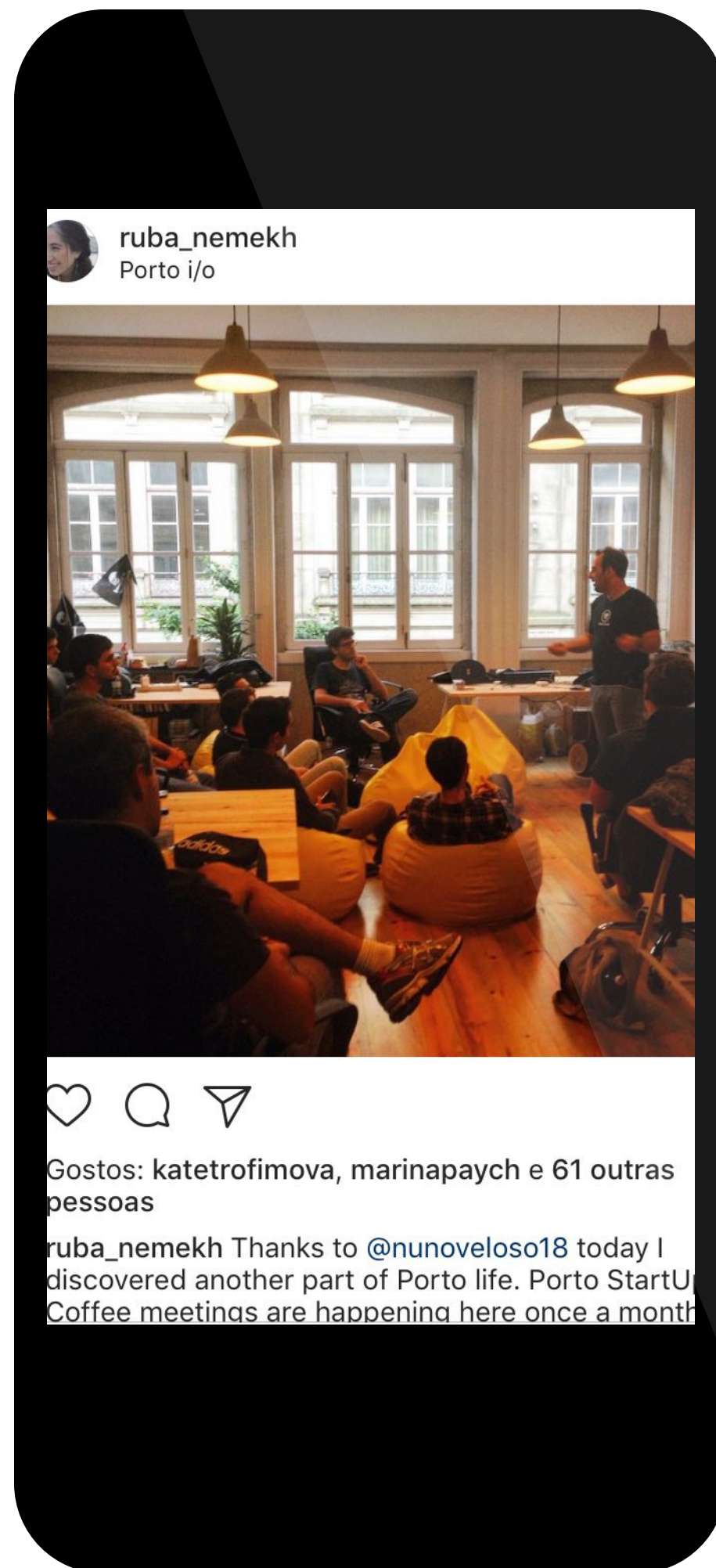


Porto & PORTO

COWORKING SCENE

ROLE IN IT

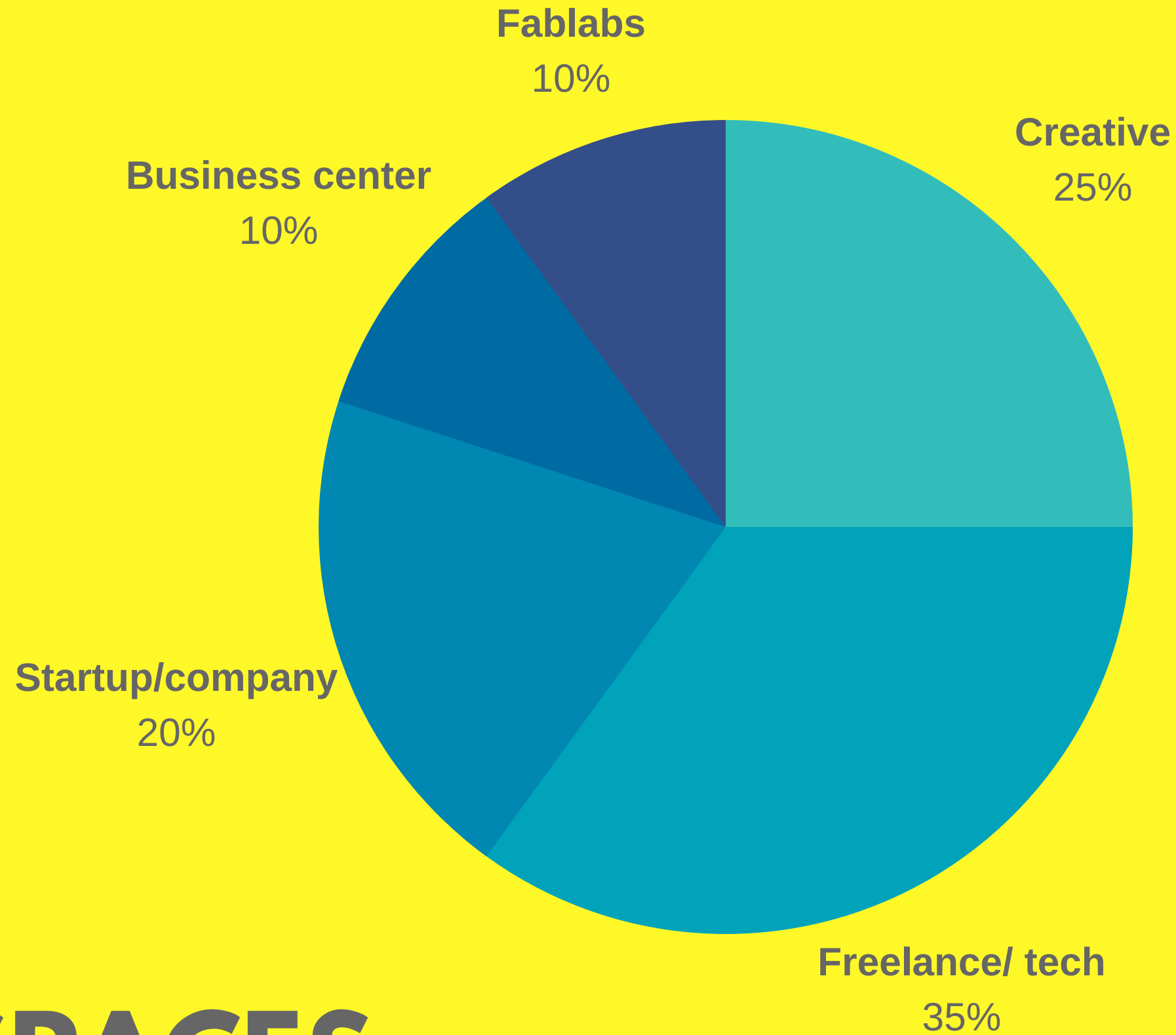
*by Ruba Nemekh
for Coworking Spain Conference 2018*



Who is this girl?

- I'm a Jordanian - Russian
- Lived in both + Finland + India
- Went to spend 6 months in Porto. It was exactly 3 years ago :-)
- <<<< That's how I discovered the world of coworking
- 3 years after, I'm growing this baby called Porto i/o with the greatest team

**SINCE
2011**



**PORTO
COWOR
KING**

~15 SPACES

~100€

**Foreign companies
move their tech
departments to Porto
or hire remote
Portuguese**

**"BEST EUROPEAN
DESTINATION
2015, 2017"**

**startup
BOOM**

**PORTO
TRENDS**

**DIGITAL NOMADS ARE
FALLING IN LOVE WITH THE
CITY**

**Increased # of
Portuguese people
working remotely**

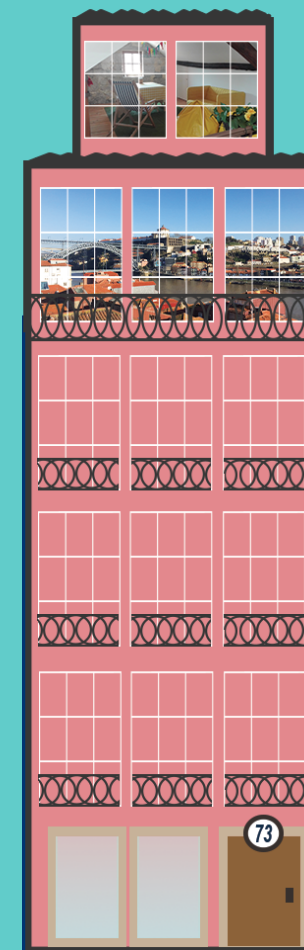
Porto i/o
Downtown



Nuno Veloso
& Turi Munthe
got together

"if you want to go
fast go alone if you
want to go far go
together"

Porto i/o
Riverside



BRAGA

&
Porto i/o
Seaside



Way to go!

2013

2014

2015

2016

2017

2018

PORTO is...





POSITIONING

- The only coworking space with several locations offering the same feeling, with some unique features in each
- Known for our home style, family feeling
- A strong and beautiful community of techies, digital and creatives
- One of the most expensive coworking spaces in town
- We don't have a sign yet and our website is way outdated :P



HOW DO WE SURVIVE & YET GROW?

Coworking is fun, but business is a business

Know
your
market

Know
your
numbers

Know
your
processes

Know
when to
start and
stop



HOW DO WE SURVIVE
& YET GROW?

Focus. Choose. Focus.

Good bye **BRAGA** , hello **PORTO**  #4



HOW DO WE SURVIVE & YET GROW?

But business is nothing without its people



People come first



Trust your team



Join forces



*We just know what we are worth,
and what we need to do to be worthy of it.
The rest is improvisation :-)*

An aerial view of a historic city, likely Lisbon, Portugal, showing a dense cluster of colorful buildings (yellow, red, white) along a riverbank. The city extends up a hillside with more buildings and a large white building with a dome. The sky is overcast.

Your city & your space

COWORKING SCENE

ROLE IN IT

is up to YOU!